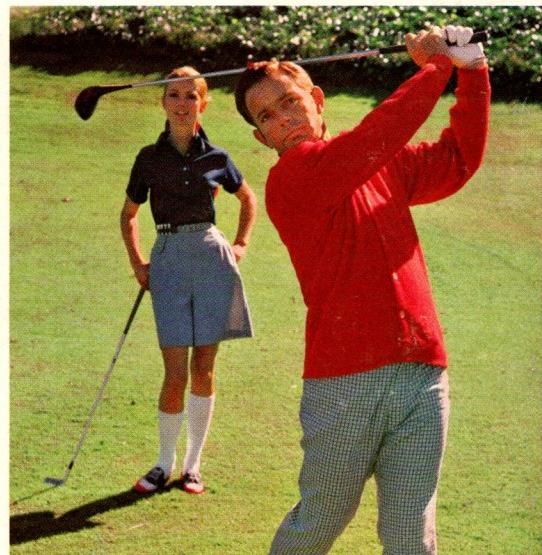


Penney's
SUMMER 1970



Prices in effect
until August 8, 1970
Your satisfaction
is our goal...
see page 178
J.C.Penney Co., Inc.

Penneys Great Collection lets you **MIX 'N' MATCH**

Check the next 7 pages! Whether you're the active man who is out on the green every weekend, or the guy who likes to relax in comfort, we planned an exciting wardrobe for you.

We took bold colors that go together or mix with one another. They're trend-setting colors.

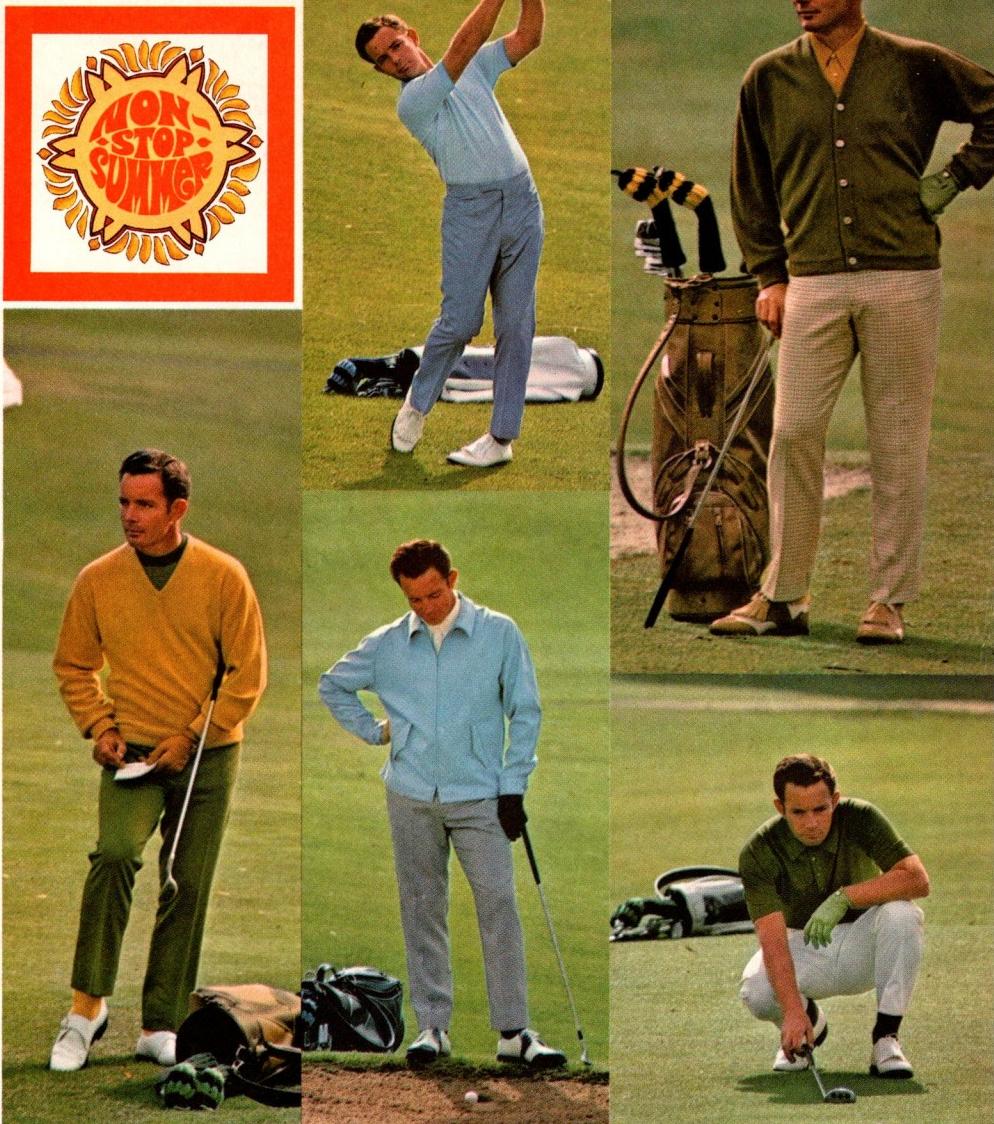
We teamed them up with solids and stripes, checks and plaids. We left nothing out.

We gave careful attention to style—the traditional as well as the new.

And for the golfer, we matched hats and gloves, shoes and bags. It's a totally coordinated look.

Browse through our collection. It's truly a complete one.

See Bruce Crampton, winner of the 1969 Hawaiian International Open, wearing this collection of outstanding clothing on the 1970 PGA tour.



Pro golfer BRUCE CRAMPTON is the man to watch—on the course and on these pages!

Figure A

GOLF-STYLE CARDIGAN. This classic style is popular on the course or off. Blend of Trevira® polyester for plush body and lightness, and alpaca for softness and luster. Full fashioned styling gives you comfort and free movement. Bell sleeves with turn-back cuffs. Ribbed bottom. Dry clean only. Mailing weight 1.50 lbs. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, XL—not number size. Colors: 03 red; 34 lt. blue; 37 navy blue; 25 green; 84 gold. Be sure to state color number-and-name when ordering.
C 911-2137 D.....20.00

TATTERSALL-PLAID SLACKS. Contemporary styling in a colorful plaid pattern. Handsome polyester and cotton blend fabric. Beltless waist with adjustable hardware extension side tabs. Two Western-style front pockets, and two back pockets. Hemmed bottoms. Permanent Press. Machine wash, tumble dry—no ironing needed. Mailing weight 1.50 lbs. Regular-fit Sizes: waist: 30, 32, 34, 36, 38, 40. Inseam: 29, 30, 31, 32. State waist size and inseam length when ordering. See Men's size and how-to-measure details on page 173.
C 911-2590 E—Red/white/blue.
C 911-2632 E—Green/white/gold.....16.00

Men's shoes sold on page 9.

Golf bag sold on page 6, fig. A.

Gloves sold on page 6.

Figure B

STRIPED MOCK-TURTLENECK KNITTED SHIRT. Narrow stripes add color to this lightweight knitted pullover. Blend of Arnel® triacetate, polypropylene, and nylon gives you comfort and coolness, stay-in-shape neatness. Short sleeves, ribbed waist. Machine washable. Mailing weight 0.50 lb. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, or XL—not number size. Colors: 03 red/white; 34 light blue/white; 37 navy blue/white; 25 green/white; 84 gold/white. State color number-and-name when ordering. For more details on Men's how-to-measure size information, see page 173.
C 911-2111 D.....10.00

FREE-MOVING KNITTED SLACKS. Perfect for the man of action, or the man who just likes to relax. Polyester fiber double-knit resists wrinkling and sagging to give you a neat appearance. Two-way stretchability always moves with you. Beltless waist has tab front and extension side button tabs. Two Western-style front, and two back pockets. Hemmed bottoms. Machine wash. Mailing weight 1.50 lbs. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38. Inseam: 29, 30, 31, 32. Be sure to state waist size and inseam length when ordering. See Men's size and how-to-measure details on page 173.
C 911-1980 E—Light blue
C 911-2087 E—Navy blue
C 911-2020 E—Green
C 911-2095 E—Gold.....20.00

Figure C

MISSSES TEXTURED KNIT SHIRT. 100% polyester. Slightly jewel neck collar. Penn-Prest. Machine wash, tumble dry—no ironing needed. Mail. wt. 0.75 lb. State Size: 8, 10, 12, 14, 16. Colors: 03 red; 37 navy blue; 17 maize yellow; 78 white. State color number-and-name.
C 252-5079 D.....5.97

WRAP-AROUND CULOTTE. Dacron® polyester and cotton with denim look. Front and back wrap hides pants. Top of pocket has golf tee holders. Machine wash. Mail. wt. 0.75 lb. Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 35 blue; 84 gold; 19 lime green. State color number-and-name.
C 253-2901 D.....7.97

WOMEN'S GOLF SHOES. Smooth and grained uppers of DuPont Corfam® man-made poromeric. Nylon tricot vamp lining. Leather quarter linings. Cushioned heel pads. Leather outsoles, heels. Wt. 3 lbs. Sizes: AA (narrow) width: 6½, 7, 7½, 8, 8½, 9, 9½, 10. B (medium) width: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size and AA or B width.
C 606-0966 E—Red/white/blue
C 606-0552 E—All whitePair 17.95

WOMEN'S PRO-STYLE GOLF BAG. Heavy-duty expanded vinyl in red, white and blue. Large ball, clothing pockets. Detachable purse pouch. Mail. restricted—see p. 176. Shpg. wt. 9 lbs.
C 911-7094 A.....19.88

Color: The Excitement Begins Here

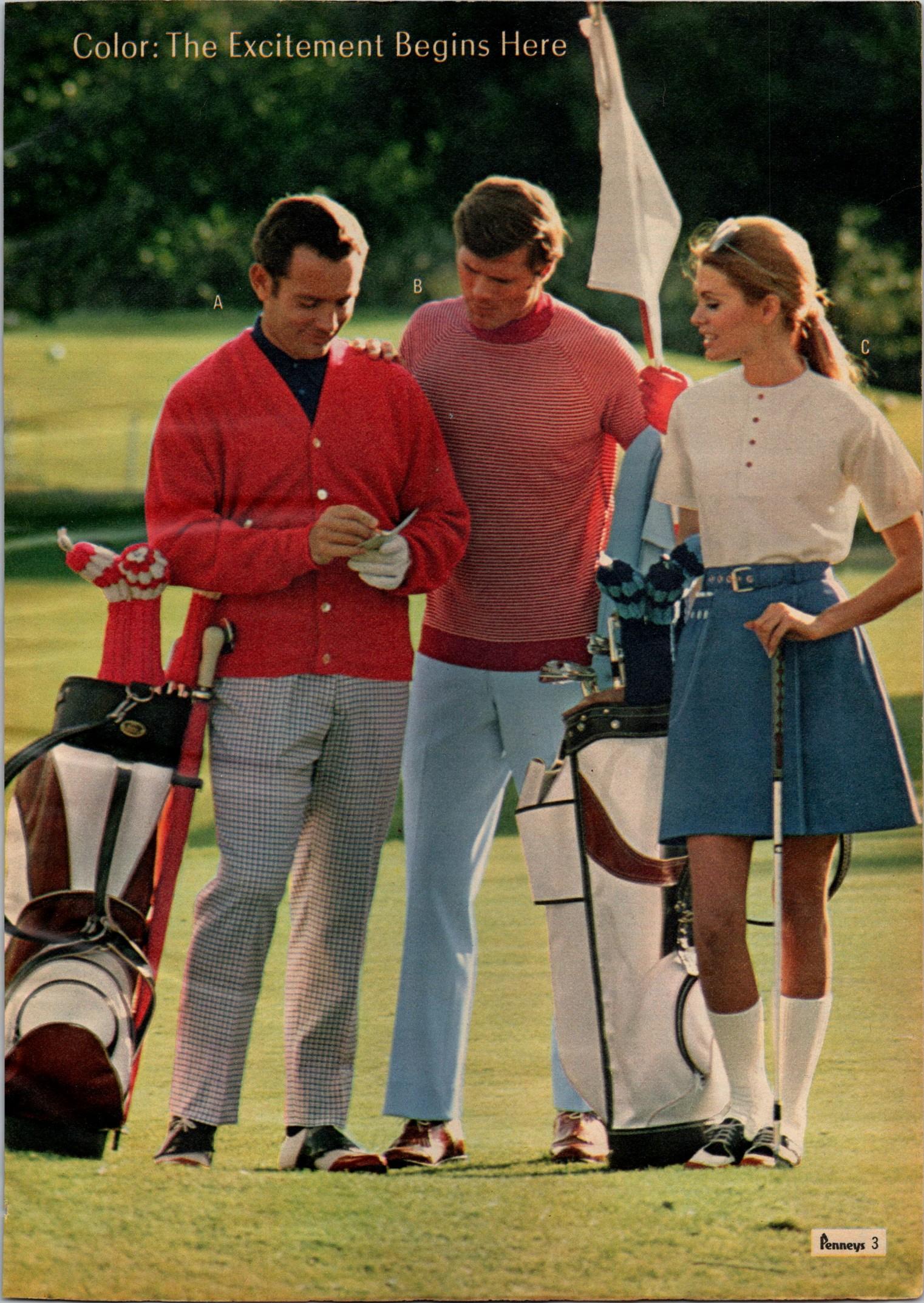


Figure A

FASHION-COLLAR KNITTED SHIRT. Arnel® triacetate-and-nylon blend gives a rich feel. Short sleeves with 4-button placket front and ribbed waist. Full-fashioned styling. Machine wash. Mailing weight 0.50 lb. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, or XL—not number size. Colors: 78 white; 03 red; 34 lt. blue; 37 navy blue; 25 green; 84 gold. State color number-and-name. C 911-2566 D 10.00

COLOR-BLENDED CHECKED SLACKS. Woven check of polyester and cotton blend. Beltless waist has tab front and adjustable side tabs. 2 Western-style front, 2 back pockets. Hemmed bottoms. Permanent press. Machine wash, tumble dry—no ironing needed. Mailing weight 1.50 lbs. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38, 40. Inseam: 29, 30, 31, 32. State waist size and inseam length when ordering. See how-to-measure details on page 173.

C 911-7185 E-Gold/white C 911-2426 E-Red/white C 911-2525 E-Navy blue/white..... 16.00

Figure B

WOMEN'S PLACKET-FRONT SHIRT. Textured 100% polyester knit. Short sleeves, 4-button placket. Front pocket. Penn-Prest. Machine wash, tumble dry—no ironing needed. Mailing weight 0.75 lb. Misses Sizes: 8, 10, 12, 14, 16. State size. Colors: 37 navy blue; 03 red; 17 maize yellow; 78 white. State color number-and-name when ordering. C 252-1862 D 5.97

CHECKED CULOTTES. Woven check of cotton and polyester. Front patch pocket. Nylon side zipper. Self belt has golf-tee holders. Penn-Prest. Machine wash, tumble dry—no ironing needed. Mailing weight 0.75 lb. Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 03 red/white; 37 navy blue/white. State color number-and-name. C 253-2919 D 7.97

Women's Sandal Shoes sold on page 34.

Figure C

CASUAL V-NECK SWEATER. Lightweight blend of Trevira® polyester and alpaca. Bell sleeves with turn-back cuffs. Ribbed waist. Dry clean only. Mailing weight 1.50 lbs. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, XL—not number size. Colors: 37 navy blue; 34 lt. blue; 84 gold; 25 green. State color number-and-name. C 911-3077 D 18.00

SOLID-WHITE SLACKS. Popular summertime fashion. Dacron® polyester and cotton. Beltless waist, adjustable side tabs. 2 Western-style front, 2 back pockets. Hemmed bottoms. Permanent press. Machine wash, tumble dry—no ironing needed. Mailing weight 1.50 lbs. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38, 40. Inseam: 29, 30, 31, 32. State waist size and inseam length. See how-to-measure details on page 173.

C 911-3028 E 15.00

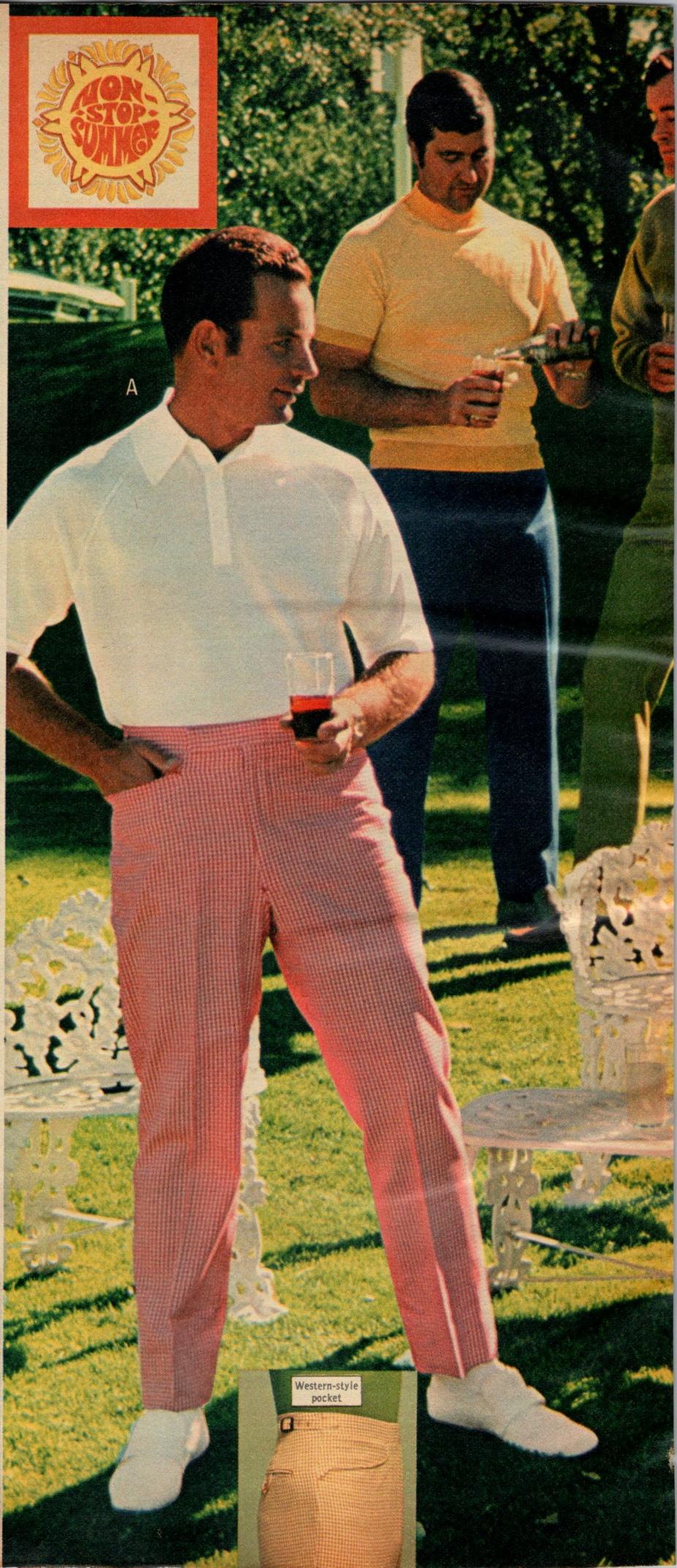
Figure D

Striped Mock-Turtleneck Knitted Shirt sold on page 2, figure B.

Free-Moving Knitted Slacks sold on page 2, figure B.

Men's Golf Shoes sold on page 9.

PENNEYS "TOWNCRAFT PLUS" STRETCH SOCKS. 99% Orlon® acrylic, 1% Lycra® spandex for stretch. Nylon-reinforced heel and toe. Cushion sole. Popular look. Ankle-length. Core spun gives excellent strength and recovery performance—true one-size fit. Stay-up tops. Machine wash in lukewarm water. Do not bleach. One size fits 10-14 foot. Colors: 78 white; 37 navy blue; 34 lt. blue; 85 stone gold; 22 avocado green; 03 red. State color number-and-name when ordering. Mailing weight per pair 0.20 lb. Buy any 3 pairs and SAVE. C 503-1257 C.....Pair 1.00; any 3 pairs for 2.88



Style: You Make It Wherever You Go



B

C

D

Penneys 5

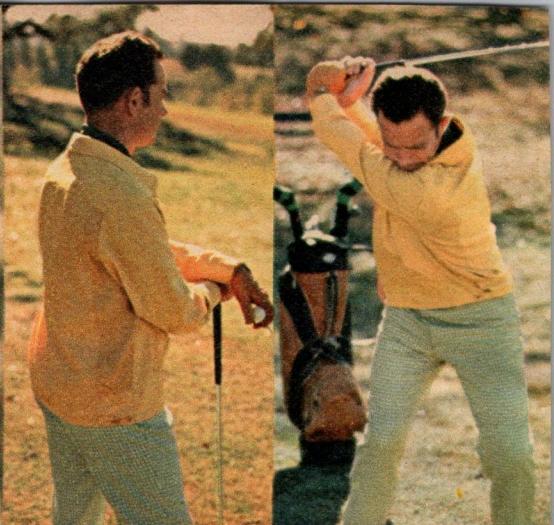


Figure A

EXPANDING-PANEL GOLF JACKET. Made of easy-care texturized Dacron® polyester. Pleated expanding-panel sides let jacket move with you as you swing. So incredibly lightweight, it feels like you're wearing no jacket at all. There's not even a rustle as you move. Zip-close front, button side tabs. 2 flap-locking, slant pockets. Machine washable. Mail. wt. 1.25 lbs. Sizes 38, 40, 42, 44. State number size. Colors: 84 gold; 25 green; 34 lt. blue. State color number-and-name C 911-3093 D..... 22.00

PENNEYS FOREMOST 18-CLUB GOLF BAG. Expanded-vinyl pro-style 9½-in. bag with tri-sling suspension strap for better balance in carrying. Has several pockets for lots of storage space. Traveling hood, umbrella holder. Molded one-piece bottom. Colors: 84 gold/black; 35 blue/black; 03 red/white/blue. State color number-and-name. Mailability restricted—see page 176. Shipping weight 10 lbs.

C 911-1667 C..... 29.88

Tattersall Plaid Slacks sold on page 2, figure A.

Figure B

GOLF HAT. Peak style in Dacron® polyester and Avril® rayon. Has colorful boomerang emblem. Mailing weight 0.50 lb. Sizes: S(6¾-6½); M(7-7½); L(7¼-7¾). State S, M, or L when ordering—not number size. Colors: 37 navy blue; 34 lt. blue; 03 red; 25 green; 84 gold; 78 white. State color number-and-name when ordering. C 911-2723 D..... 3.50

COLOR-COORDINATING GOLF BAG. This Penneys Foremost bag is made of white expanded vinyl. A pair of red, blue, green, and gold panels are included—they insert into transparent side windows to let you change the color of the bag to match your clothes. Pro-style design with 8½-in-diam. step-down round top. Heavy-duty carrying strap. Twin-zipper ball pocket and large locker pocket. Traveling hood and umbrella holder. Mail. restricted—see page 176. Shpg. wt. 10 lbs. C 911-3085 A..... 24.88

Striped Mock-Turtleneck Knitted Shirt sold on page 2, figure B.

Expanding-Panel Golf Jacket sold above, fig. A. Free-Moving Knitted Slacks sold on p. 2, fig. B.

Figure C

PENNEYS DELUXE PRO-STYLE GOLF BAG. This Foremost bag is made of grain-textured expanded vinyl. Step-down design with 9½-in-diam. top. Detachable padded-sling suspension strap for carrying comfort. Tri-zipped ball pocket, jumbo locker pocket, zippered accessory pocket. Traveling hood, umbrella sheath. Colors: 84 gold; 54 brown. State color number-and-name. Mail. restricted—see page 176. Shpg. wt. 13 lbs. C 911-2582 C..... 38.88

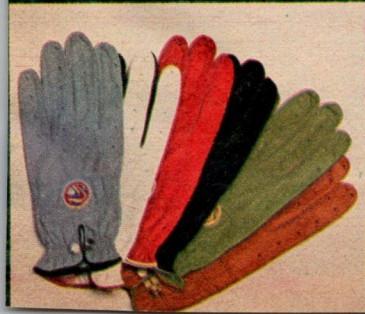
Fashion-Collar Knitted Shirt sold on p. 8, fig. A. Color-Blended Checked Slacks sold on p. 4, fig. A. Men's Golf Shoes sold on page 9.

COLORFUL CAPESKIN GOLF GLOVE. Sewn-in gussets provide form fit. Elasticized cuffs with snap closing. For right-handed golfers only—wear on left hand. Mailing weight 0.25 lb. Sizes: S(fits 7½-in. hand); M(8); ML(8½); L(9); XL(9½). State S, M, ML, L, XL—not number size. Colors: 37 navy blue; 34 lt. blue; 03 red; 25 green; 84 gold; 78 white/red/blue. State color number-and-name. C 911-2251 D..... 5.00

Action: Move Out And Stay Ahead

B

C



Penneys 7

Figure A

FASHION-COLLAR KNITTED SPORT SHIRT. This Dacron® polyester and cotton knit is light-weight and comfortable. Short sleeves and 3-button placket front. Machine wash. Mailing weight 0.50 lb. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, XL—not number size. Colors: 37 navy blue; 34 lt. blue; 03 red; 25 green; 84 gold; 78 white. State color number-and-name.
C 911-3465 D.....5.00

SOLID-COLOR SLACKS. These slacks are always popular, always smart looking. Dacron® polyester and Avril® rayon blend. Beltless waist, adjustable side tabs. 2 Western-style front, 2 back pockets. Hemmed bottoms. Permanent press. Machine wash, tumble dry—no ironing needed. Mailing weight 1.50 lbs. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38, 40. Inseam: 29, 30, 31, 32. State waist size and inseam length. See size and how-to-measure on page 173.
C 911-2806 E—Gold C 911-2814 E—Green C 911-2889 E—Lt. blue C 911-2756 E—Navy blue.....15.00

Comfort: You're Looking At It

Figure B

Color-Blended Checked Slacks sold on page 4, figure A.
Fashion-Collar Knitted Shirt sold on page 4, fig. A.

Figure C

CREW-NECK KNITTED SHIRT. Knitted pinstripes add flavor to this blend of Dacron® polyester and cotton. Short sleeves with ribbed collar and waist. Machine washable. Mailing weight 0.50 lb. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, XL—not number size. Colors: 37 navy blue/white; 03 red/white; 25 green/white; 84 gold/white. State color number-and-name.
C 911-3440 D.....5.00

Free-Moving Knitted Slacks sold on page 2, fig. B.
Penneys Foremost 18-club Golf Bag sold on page 6, figure A.

D SOLID-COLOR SHORTS. Dacron® polyester and Avril® rayon. Beltless waist has tab front and adjustable side tabs. 2 swing front, 2 back pockets. Permanent press. Machine wash, tumble dry—no ironing needed. Mailing weight 1 lb. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38, 40. State waist size. Colors: 25 green; 84 gold; 37 navy blue. State color number-and-name.
C 911-3515 D.....9.00

E TATTERSALL-PLAID SHORTS. Polyester and cotton blend. Beltless waist with adjustable side tabs. 2 swing front, 2 back pockets. Permanent press. Machine wash, tumble dry—no ironing needed. Mailing weight 1 lb. Regular-fit Sizes: Waist: 30, 32, 34, 36, 38, 40. State waist size when ordering. Colors: 03 red/white/blue; 25 green/white/gold. State color number-and-name.
C 911-3556 D.....10.00



A MEN'S SHIELD WING-TIPS. Combination of alligator-print and grained uppers of DuPont Corfam® man-made poromeric material. Fully leather lined. Full cushioned insoles. Leather outsoles and heels are fused to injection-molded polyvinyl chloride for an inseparable bond. Replaceable spikes. Mail. wt. 3.50 lbs. Charge It—see page 179. Sizes: B (narrow) width 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. D (medium) width 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. State size and B or D width.

C 606-0487 E-Gold pattern/white C 606-0362 E-Black pattern/white
C 606-0610 E-Cherry red shiny/white.....Pair 19.95

B MEN'S MONK-STRAP STYLE. Fresh and contemporary. Fashionable white uppers of DuPont Corfam® man-made poromeric material. Fully leather lined. Full cushioned insoles. Leather outsoles and heels are fused to injection-molded polyvinyl chloride for an inseparable bond. Replaceable spikes. Mailing weight 3.50 lbs.

Sizes: C (medium narrow) and D (medium) widths 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. State size and C or D width.

C 606-0735 E—White. Charge It—see page 179.....Pair 19.95

C MEN'S CLASSIC SADDLES. Handsome uppers of DuPont Corfam® man-made poromeric material. Fully leather lined. Full cushioned insoles. Leather outsoles and heels are fused to injection-molded polyvinyl chloride for an inseparable bond. Replaceable spikes secured to steel spring plates. Mailing weight 3.50 lbs. Sizes: B (narrow) width 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. D (medium) width 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. State size and B or D width.

C 606-0792 E—Brown/black
C 606-0800 E—White. Charge It—see page 179.....Pair 21.95

D MEN'S SHIELD WING-TIPS. Tri-colored uppers of DuPont Corfam® man-made poromeric material. Fully leather lined. Full cushioned insoles. Leather outsoles and heels are fused to injection-molded polyvinyl chloride for an inseparable bond. Replaceable spikes secured to steel spring plates. Mailing weight 3.50 lbs.

Sizes: C (medium narrow) and D (medium) width 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. State size and C or D width.

C 606-0826 E-Red/white/blue. Charge It—see page 179. Pair 21.95

E WOMEN'S SQUARE-TOE SADDLES. Perky perforations dot uppers of DuPont Corfam® man-made poromeric material. Leather lined quarter and tongue. Nylon-tricot-lined vamps. Softly cushioned heel pads. Top quality leather outsoles, rubber heels. Replaceable spikes secured to steel spring plates. Mailing weight 2.25 lbs. Sizes: AA (narrow) width 6½, 7, 7½, 8, 8½, 9, 9½, 10. B (medium) width 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size and AA or B width.

C 606-0966 E-Red/white/blue C 606-0552 E-White.. Pair 17.95



E
17 95

Our
Finest
Golf Shoes
for Men

24 95
pair

Charge It—
see page 179.

Tee Off in Style!

Penneys
Golf Shoes
for Men and Women



F MEN'S SHIELD WING-TIPS. Lizard-print and grained uppers of DuPont Corfam® man-made poromeric material. Fully leather lined. Phillips' Tuffy® spikes with tungsten carbide steel inserts (same as those on the studded snow tire) are designed to outlast the life of the shoe. Cushioned, contoured leather insoles are cupped to the shape of the foot. Leather outsoles and heels are fused to injection-molded polyvinyl chloride for an inseparable bond. Mail. wt. 4 lbs. Sizes: B (narrow) width 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. D (medium) width 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13. E (medium wide) width 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12. State size and B, D or E width.

C 606-0248 E—Olive green pattern/white
C 606-0305 E—Blue pattern/white.. Pair 24.95

Penneys 9

Popular Master Golf Outfit

Endorsed by Master's player—Jack Nicklaus
Designed by a master craftsman—MacGregor®

Now available in choice of lightweight steel or aluminum shafts



Jack Nicklaus
endorsed
golf ball



MACGREGOR® GOLF BALL.
Thin wall; liquid center. Top-grade Balata cover. High-compression ball for hard-hitters. Sold in pkg. of 12. Mail. wt. 1.50 lbs. C 911-1923 A—1 pkg... 7.88

10 Penneys

Jack Nicklaus Master Outfit

Aluminum Shaft

3 woods 8 irons

47⁸⁸ **91⁸⁸**

SAVE \$10.00

when you buy the outfit

129⁷⁶
Outfit

Steel Shaft

3 woods 8 irons

38⁸⁸ **69⁸⁸**

SAVE \$9.00

when you buy the outfit

99⁷⁶
Outfit

JACK NICKLAUS OUTFIT. Irons feature: back-design to put weight behind the ball; deluxe framed and sand-blasted hitting area. Woods feature: weather-resistant laminated heads; deluxe rosewood finish; high-impact plastic face insert. Choice of lightweight steel or aluminum shafts. The selection's here, the choice is yours.

ALUMINUM SHAFTS: These pro-type, step-down clubs are recommended for the average golfer and low-handicap player. The lightweight shafts have more weight added to the heads—you get a faster swing than with steel-shaft clubs, without an increase in effort. Leather grips. Outfit includes 3 woods (#1, 3, 4) and 8 irons (#2-9). Complete outfit not mailable—read about shipping, page 174. RH aluminum only.

C 911-1758 A—Outfit. Shpg. wt. 15 lbs.... 129.76
C 911-1683 A—Woods #1, 3, 4. Mail. wt. 5 lbs. 47.88
C 911-1709 A—Irons #2-9. Mail. wt. 10 lbs. 91.88
C 911-1733 A—#5 wood. Mail. wt. 1.75 lbs. 16.88
C 911-1741 A—Wedge. Shpg. wt. 1.40 lbs.. 12.88

LIGHTWEIGHT STEEL SHAFTS: These clubs give the flex action of conventional steel clubs but have more weight added to the heads for more power behind each swing—you get extra distance with each drive. Lighter shafts make for less total weight—result is greater head speed. If you prefer the flex and feel of steel, these clubs are for you. All-weather grips. Outfit includes 3 woods (#1, 3, 4) and 8 irons (#2-9). Complete outfit not mailable—read about shipping, page 174. RH steel only.

C 911-4166 A—Outfit. Shpg. wt. 21 lbs.... 99.76
C 911-4182 A—Woods #1, 3, 4. Mail. wt. 7 lbs. 38.88
C 911-4190 A—Irons #2-9. Mail. wt. 14 lbs.. 69.88
C 911-4208 A—#5 wood. Mail. wt. 2 lbs.... 13.88
C 911-4257 A—Wedge. Mail. wt. 1.75 lbs... 9.88

Marlene Hagge Alum. Outfit

3 woods 8 irons **91⁸⁸**

SAVE \$10

when you buy the outfit

129⁷⁶
Outfit

MARLENE HAGGE OUTFIT has same features as Jack Nicklaus aluminum outfit above, except lighter weight for women golfers. Outfit includes 3 woods (#1, 3, 4), 7 irons (#3-9), and pitching wedge. Complete outfit not mailable—read about shipping, page 174. RH aluminum only.

C 911-1782 A—Outfit. Shpg. wt. 15 lbs.... 129.76
C 911-1766 A—Woods #1, 3, 4. wedge. 5 lbs. 47.88
C 911-1774 A—Irons #3-9. Shpg. wt. 10 lbs.. 91.88

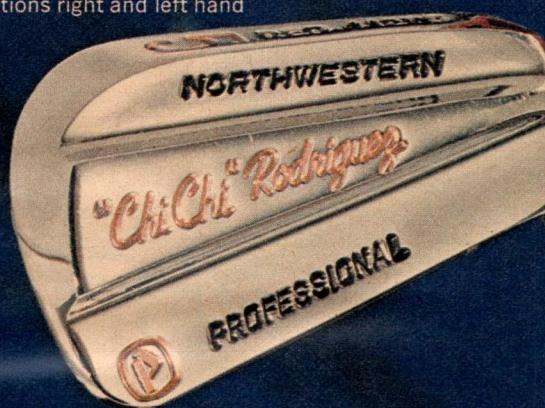
No Down Payment With
Penneys Time Payment Account
—see page 180

NORTHWESTERN Pro-endorsed Golf Outfits

Choose step-down shafts of aluminum or steel

Check these professional features:

- Woods have weather-resistant Kemo Bloc® laminated heads; two-piece, screwless face inserts
- Irons are weight-balanced for more power and distance
- All clubs with Correcta® Rib Guide Grips—positions right and left hand



Chi Chi Rodriguez

Chi Chi Rodriguez

Endorsed Men's Golf Clubs
Aluminum Shaft Steel Shaft

99⁸⁸
Outfit

79⁸⁸
Outfit

CHI CHI RODRIGUEZ OUTFITS. Each outfit includes irons (#2-9); woods (#1, 3, 4). Woods feature: weather-resistant laminated heads; walnut-tone polyurethane finish; screwless 2-pc. red and black high-impact-plastic face inserts. Irons: framed sandblasted face, deluxe plastic ferrules with tricolored rings. RH alum. or steel only.

C 911-3572 A—Alum. Outfit. Mailing weight 13 lbs. **99.88**
C 911-3630 A—Alum. #5 wood. Mail. wt. 2 lbs.... **11.88**
C 911-3655 A—Alum. Wedge. Mail. wt. 1.40 lbs.... **8.88**
C 911-3697 A—Steel-Shaft Outfit. Mail. wt. 13 lbs... **79.88**

Betty Jameson

Women's Golf Clubs
Aluminum Steel

99⁸⁸
Outfit

79⁸⁸
Outfit

BETTY JAMESON OUTFITS include irons (#2-9); woods (#1, 3, 4). Woods with laminated heads; polyurethane finish; High-impact-plastic face inserts. Irons have sandblasted faces; deluxe plastic ferrules with tricolored rings. Mailing weight 13 lbs. Right-hand outfits only in alum. or steel.
C 911-3721 A-RH alum. outfit. **99.88**
C 911-3788 A-RH steel outfit. **79.88**

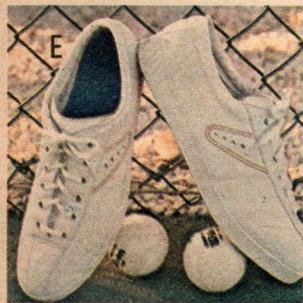


Betty Jameson



Mixed Doubles with Fashion-minded Outfits

There's a together look in tennis when Paul and Edythe Sullivan serve up smashing His and Her tennis clothing



12 Penneys



A FASHIONS NEWEST STYLE is this perforated knit mini dress. Attractive see-through blends Arnel® triacetate and nylon knit. Low-waisted, bias-cut skirt. Lining is nylon tricot. With lace-trimmed nylon panties. Back zipper. White. Machine wash. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. C 911-4349 B—Mailing weight 1 lb. 19.88

B CLASSIC COMFORT AND BEAUTY in a shirtdaized knit dress. Blend of Kodel® polyester and cotton knit for cool summer wear. Popular style features basic shirtdaized model tied with a red, white, and blue belt. Navy blue crew neck. Zippered back. Comes with lace-trimmed nylon panties. In white. Machine washable. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. C 911-4315 B—Mailing weight 1 lb. 12.88

C AUTHENTIC TENNIS STYLING in this highly absorbent all-cotton shirt. 2-button placket front. Long split tail helps keep shirt tucked neatly in pants. Machine washable. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, or XL—not number size. C 911-4414 B—Mailing weight 1 lb. 4.88

D A COLORFUL CONTRAST highlights men's belted tennis shorts. Fashionable burgundy, white, and navy blue belt. Extra-wide belt loops, side slits, and elastic back. Absorbent terry cloth pockets. Rayon, nylon and acetate blend. Permanent Press. Machine washable. Waist sizes: 28, 30, 32, 34, 36, 38, 40. State size. C 911-4380 B—Mailing weight 1 lbs. 8.88

E PRO-STYLE MEN'S LEATHER TENNIS SHOES. Genuine leather uppers for long wear and active play. Cushion crepe rubber soles for use on all court surfaces. Medium width. Whole sizes: 7, 8, 9, 10, 11, 12. State size. C 911-4471 B—Mailing weight 3 lbs. Pair 14.88

Travel arrangements courtesy of
Trans Caribbean Airways
Photographed at the Curacao Hilton
and the Virgin Isle Hilton



Matched Doubles with Knitted Warm-up Suits

A & B THE NEWEST IN TENNIS FASHION is this double-knit warm-up suit for him and her. The smart good looks make it popular with the pros. Forest green trim accentuates the sleek styling of this court companion. Collar can be worn as turtleneck or fashion style. Jacket has full zippered front. Matching knit pants complete the outfit. Pants feature zippered leg openings for easy fit. Back zipper pocket. 100% stretch nylon makes for an easy-care, lightweight suit. Machine washable. Ideal for warming up on cool, brisk mornings.

Men's sizes: Jacket—S(fits 34-36-in. chest); M(38-40); L(42-44). Pants—S(fits 26-30-in. waist); M(30-34); L(34-38). When ordering state S, M, or L for each—not number size.

Women's sizes: Jacket—XS(fits dress size 6-10); S(12-16). Pants—XS(fits 22-26-in. waist); S(26-30). When ordering state XS or S for each—not number size.

C 911-4562 B—[A] His-n-Her Jacket. Mail. wt. 2 lbs.... 14.88
C 911-4703 B—[B] His-n-Her Pants. Mail. wt. 2 lbs.... 14.88

C TRADITIONAL STYLING MAKES A GREAT-LOOKING men's crew-neck tennis shirt. Outlined in burgundy, white, and navy blue trim. Ribbed cuffs. All cotton mesh for better absorption. Machine washable.

Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, or XL—not number size when ordering.

C 911-4919 B—Mailing weight 1 lbs.... 5.88

D MOVE OUT IN DOUBLE KNIT STRETCH SHORTS. Feather-light knitted tennis shorts of stretch nylon. They move as you move, with no bind or pull. Tab front. White. Machine washable. **Waist sizes:** 30, 32, 34, 36, 38. **State size when ordering.**

C 911-4869 B—Mailing weight 1 lbs.... 12.88

E KNITTED TENNIS SHELL. White top matches skirt [F]. All Dacron® polyester knit. Green piping around neck. Sleeveless. Machine washable. **Misses sizes:** 6, 8, 10, 12, 14, 16. **State size when ordering.** Mailing weight 1 lb.

C 911-5080 B..... 7.88

F TRIM KNITTED TENNIS MINI SKIRT. All Dacron® polyester white knit skirt with colorful green piping down side seams. Comes with lace-trimmed nylon panties. Matches shell top [E]. Machine washable. **Misses sizes:** 6, 8, 10, 12, 14. **State size when ordering.**

C 911-5072 B—Mailing weight 1 lb... 12.88

G PENNEYS FOREMOST ALUMINUM RACKET. Aluminum frame has open-throat for less wind slowdown. Strong nylon stringing, leather grip. **Grip sizes:** 01 (4½" lt.); 02 (4¾" med.). **State grip number-and-size when ordering.** Mailing weight 1.50 lbs.

C 911-5957 B..... 19.99

H PENNEYS FOREMOST STEEL RACKET. Open-throat to cut down wind drag. Nylon stringing, leather grip. **Grip sizes:** 01 (4½" lt.); 02 (4¾" med.). **State grip number-and-size.** Mailing weight 1.50 pounds.

C 911-6575 B..... 19.99

CHARGE IT—see page 179.



Sporty Mini Shifts Go on the Court or Off

A MINI DRESS SWIRLS WITH PLEATS. Shapely fitted waistband with 3 decorative buttons on front. Pleated skirt for non-stop summer activity. White nylon tricot. Zippered back. Comes with lace-trimmed nylon panties. Machine washable. Mailing weight 1 lb. *Misses sizes: 6, 8, 10, 12, 14, 16. State size when ordering.* C 911-5304 B..... 14.88

B SHIFT TO A SEE-THROUGH. Peek-a-boo lattice midriff adds a fashionable, and cool, flair to this good-looking mini shift. Contrasting green trim outlines the lattice design. Back zipper. White polyester crepe. Machine washable. Comes with nylon panties. Mailing weight 1 lb. *Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering.* C 911-5296 B..... 17.88

E FLOPPY-BRIMMED TENNIS HAT. Adds the finishing touch to your tennis outfit. Kodel® and cotton. Elasticized back. *Sizes: S(20½"); M(21½"); L(22½"). State S, M, L. Mailing weight 0.50 lb.* C 911-5478 B 2.88

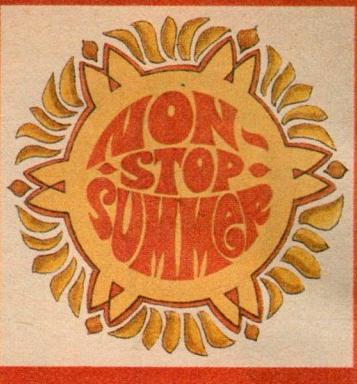
Photographed at
the Curacao Hilton

C THE LOOK OF ROYALTY ON THE COURT. A princess-style shift highlighted by peek-a-boo waist with rounded cut-outs on each side. Red and navy blue sash slips through cut-out holes and ties in front. Kodel® polyester and cotton piqué. Comes with lace-trimmed nylon panties. White. Back zipper. Machine wash. Mailing weight 1 lb. *Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering.* C 911-5346 B..... 19.88

D WOMEN'S TENNIS CARRY-ALL. Attractive women's tote-type bag looks right in style on the tennis court. Made of soft, easy-to-care-for vinyl plastic. Has fitted compartment on outside of bag to hold your racket securely in place. Moisture-proof nylon lining with vinyl coating. Cleans with a damp cloth. *Colors: 01 white/red trim; 02 white/navy blue trim. State color number-and-name. Mail. wt. 3 lbs.* C 911-4539 B..... 12.88



LACE-TRIM SPORT PANTIES. Perfect for sportswear. All cotton fabric. Side zipper, elasticized legs. Fancy lace borders around legs. White color. Machine washable. Mailing weight 0.50 lb. *Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering.* C 911-5429 B..... 3.88



Active Clothing that Scores Points with the Net Set

A FLATTERING EMPIRE-STYLE KNITTED DRESS. Here's that high-fashion look in a knitted blend of Kodel® polyester and cotton. Empire-style waist is accented by white piping tied into a bow at front. White. Back zipper. Machine wash. Comes with lace-trimmed nylon panties. Mailing weight 1 lb. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering. C 911-5858 B 14.88

B EVER-POPULAR TERRYCLOTH SHIRT. Stretch terry of cotton and nylon. Smart V-neck is always in style. Rib-knit sleeve cuffs and neck in burgundy, white and navy blue. Machine washable. Mailing weight 1 lbs. Sizes: S(fits 34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L, or XL—not number size when ordering. C 911-5890 B 4.88

C TRADITIONAL-STYLE TENNIS SHORTS. One button, square front. Beltless waist features tunnel back, adjustable side tabs. Rubberized non-slip waistband. Stylish side vents. Absorbent terrycloth pockets. Kodel® polyester and cotton. Machine washable. Mailing weight 1 lbs. Waist sizes: 28, 30, 32, 34, 36, 38, 40. State size when ordering. C 911-5874 B 6.88

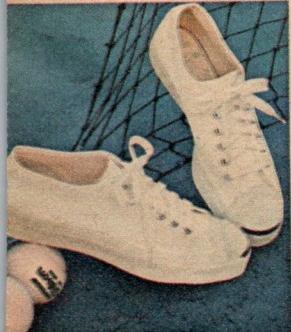
D FANCY EMBROIDERY details an A-line shift. Embroidered miniature tennis rackets trim the hemline. White nylon tricot is cool, lightweight and machine washable. Zippered back. Comes with nylon panties. Mailing weight 1 lb. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering. C 911-7227 B 17.88



TENNIS SHOES—for men and women. Endorsed by tennis "pro" Jack Purcell. Ventilated canvas uppers. Rubber soles designed for better traction. Cushioned innersoles. Mailing weight 3 lbs. Medium width. State size.

Men's: 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13, 14. C 911-6120 B Pair 9.95

Women's sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. C 911-4547 B Pair 8.95





A CLASSIC-STYLE SHIRT. Mesh stitch. Cool and comfortable 100% polyester. Fashionable long-point collar, top center placket. Hemmed cuffs, bottom. Pocket. Short sleeves. The fashion-right shirt styled for summer activities. Shirt also shown on facing page. Machine wash. Mail. wt. 0.50 lb. Sizes: S(fits 34-36-in. chest), M(38-40), L(42-44), XL(46-48). Be sure to state S, M, L, XL—not number size. Colors: 78 white; 17 maize yellow; 34 lt. blue. State color number-and-name. C 507-0354 D..... 5.98

B PENN-PREST® WOVEN-PLAID SLACKS. Fortrel® polyester and cotton. Regular fit. On-seam pockets. Includes coordinating belt. Hemmed or cuffed bottoms. Slacks also on facing page. Machine wash, tumble dry—no ironing. Mailing weight 1.50 lbs. Sizes: Waists: 29, 30, 31, 32, 33, 34, 36, 38. Inseam: 29, 30, 31, 32. State waist size and inseam length; also hemmed or cuffed bottoms. C 523-6781 HE-Red/white/blue C 523-6773 HE-Blue/white.. 9.98

C SHORT-SLEEVE BAN-LON® KNITTED TOP. Textralized® nylon and olefin. V-neck style. Machine wash. Navy blue with red/white trim. Misses sizes: 34, 36, 38, 40. State size. C 251-0188 B—Mailing weight 0.30 lb..... 6.00

D DOUBLE-KNIT COTTON SAILOR PANTS. 12-button bib front. Hip-hugging waist. Straight legs—19 in. Machine wash. White. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. C 254-4849 B—Mailing weight 0.50 lb..... 10.00

E WET-LOOK BUTTON-FRONT KNIT TOP. Arnel® triacetate and nylon. Short sleeves. U-neck. Machine wash in lukewarm water. Misses sizes: 32, 34, 36, 38. State size. Colors: 03 red; 37 navy blue; 78 white. State color number-and-name. C 252-2134 D—Mailing weight 0.25 lb..... 6.00

F ACCORDION-PLEAT SKIRT. 100% Arnel® triacetate knit. Set-on waistband, side nylon zipper closure. Machine wash. Misses sizes: 8, 10, 12, 14, 16. State size. Colors: 78 white; 37 navy blue. State color number-and-name. C 253-2976 D—Mail. wt. 0.80 lb.... 9.00

*Red/white/blue scarf
sold on page 58.
Her red sandals
sold on page 42.
Her sunglasses
sold on page 73.*



Set Sail for Summer '70 in Penneys Casual Wear!

G HOODED TERRY TUNIC TOP.

All 100% cotton terrycloth with full hood and cinched waist. Long sleeves, full button front. Self belt. Navy blue. Match up with pants [H]. Machine wash in lukewarm water. Sizes: S(34-36), M(38-40), L(42). Be sure to state S, M, or L—not number size when ordering.

C 251-0089 B-Mail. wt. 0.40 lb. 9.00

H STRETCH TERRYCLOTH PANTS.

Blend of acrylic and polyester. Soft and absorbent—ideal for at the beach, or on the boat. Straight leg pants, elastic waistband. Step-in style. Navy blue/white stripe. Machine wash in lukewarm water.

Junior/Misses sizes: 5/6., 7/8, 9/10, 11/12, 13/14, 15/16. State size.

C 254-4831 B-Mail. wt. 0.50 lb. 8.00

I COTTON TERRY BEACH JACKET.

100% cotton terrycloth is soft to the touch, and absorbent. Regular-collar style, button front, two side pockets with button-through flaps. Short sleeves. Waist length. Machine wash. Sizes: S(fits 34-36-in. chest), M(38-40), L(42-44), XL(46-48). Be sure to state S, M, L or XL—not number size. Colors: 78 white; 35 medium blue; 25 green. State color number-and-name.

C 509-0238 D
Mail. wt. 0.80 lb..... 4.98

J PENN-PREST BEACH

PANTS. Duck weave in a blend of cotton and polyester. Ideal for at the beach, surfing, or boating. Short legs. Slim fit. Low rise—set low on the hips in the latest mode. Button fly, drawstring waist. Machine wash.

Sizes: Waist: 28, 29, 30, 31, 32, 33, 34, 36. State size.

Colors: 78 white; 35 medium blue. State color number-and-name.

C 523-6948 D-Mail. wt. 0.80 lb. 5.98

CHARGE IT—see page 179



K STRETCH TERRY SHORT SHORTS. Blend of acrylic and polyester. Full-stretch terrycloth. Pull-on style. Elastic waistband. Ideal for over bathing suit, or match with terry top sold above. Machine wash in lukewarm water. Navy blue/white stripe.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. C 254-4823 B—Mailing weight 0.50 lb..... 5.00

L PENNCREST CASSETTE PLAYER/RECORDER WITH AM RADIO. Four-in-one sound system—plays and records cassettes, records directly from radio, acts as a portable radio. Monitor switch lets you listen in on recording being made. Capstan drive assures constant tape speed, prevents sound distortion. Single, handy dial operates rewind, stop, play, and fast forward. Reliable solid-state construction throughout. Rugged plastic housing in avocado green. Includes blank cassette, microphone, and batteries. Uses batteries or 110-120 volts, AC. Measures 8¾x11½x3¼ in. high.

C 851-0125 A—Mailing weight 6 lbs..... 49.50

A

G

I

B

H

J

Young Americans get into the swim in Red, White, and Blue!

Coordinated Beachwear—Tops and bottoms you can mix and match for color, style, and fun.

A V-NECK CARDIGAN BEACH SWEATER in 100% Durene® mercerized cotton. Bold white with contrasting navy and red trim will make you a hit on any beach. Deep V-neck styling, $\frac{3}{4}$ -length sleeves. Hand wash. Sizes: S(fits 34–36 in. chest), M(38–40), L(42–44), XL(46–48). Be sure to state S, M, L, or XL—not number size. C 509-0477 B—Mailing weight 0.70 lb..... 5.98

B TAILORED SWIM TRUNKS with zipper fly-front are 50% polyester and 50% cotton. Inside change pocket. Machine wash. Navy blue with red and white stripes on front panels. Sizes: S(fits 28–30 in. waist), M(32–34), L(36–38). Be sure to state S, M, or L—not number size when ordering. C 509-0436 B—Mail. wt. 0.50 lb..... 4.98

C V-NECK PULLOVER BEACH SWEATER in 100% Durene® mercerized cotton. The deep V sharply trimmed in navy blue and red—striking contrast on solid white. $\frac{3}{4}$ -length sleeve styling. Hand wash. Sizes: S(fits 34–36 in. chest), M(38–40), L(42–44). Be sure to state S, M, or L—not number size when ordering. C 509-0469 B—Mail. wt. 0.60 lb..... 5.98

D STRETCH SWIM TRUNKS of 100% stretch nylon knit. Popular long-leg styling. Elasticized waistband. Coin pocket. Machine washable. In red/white/and blue stripes. Sizes: A(fits 28–32 in. waist), B(34–38). Be sure to state A or B—not number size when ordering. C 509-0410 B—Mail. wt. 0.50 lb..... 6.98

E OUR FINEST AM/FM PERSONAL-SIZE PORTABLE RADIO Great to use in or out of doors. Operates on batteries (included) or house current on built-in line cord. Dynamic speaker provides full-range sound reproduction. Slide-rule tuning helps you locate stations quickly. AFC switch prevents drift—helps lock in FM stations. Variable tone control. Earphone. Grained vinyl case with spun-finish metal grille. Portable measures $8\frac{3}{4} \times 2\frac{5}{8} \times 5\frac{1}{2}$ in. high. UL listed. C 850-0001 A—Mail. wt. 4 lbs..... 33.50

F JUNGLE-INSPIRED PRINTED BEACH TOWEL is fine-quality, richly woven Jacquard pattern. Absorbent cotton terry. Just right for summer fun at the beach or pool. Lively multicolor print. Extra large size: 35x66 in. Machine washable. C 727-0424 A—Mail. wt. 2 lbs. 5.00

A

C

B

G

E

F

Get the right fit in our scramble prints
... buy tops and bottoms separately

G to K SUNNY BEACH PRINTS in 100% cotton sharkskin. Jumpsuit and swimsuits in printed patterns of red/white/and navy blue. Hand wash.

[G] Jumpsuit buttons down the front. Low waist and scoop neckline. Bloomer style, playsuit legs elasticized at bottom. Shown on opposite page.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. C 258-1288 B—Mail. wt. 0.40 lb... 9.00

[H] Lattice Bra-Top has laces at front, and is self-lined. Scoop neck, hook closing.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. C 258-1569 B—Mail. wt. 0.40 lb... 5.50

[I] Bikini Pants have side spaghetti ties. The ties adjust for the look you want. Elasticized waist. Junior sizes: 5, 7, 9, 11, 13. State size. C 258-1320 B—Mail. wt. 0.40 lb... 5.50

[J] Cross-Over Bra-Top for the most in figure flattery. V-neckline. Built-in foam rubber bra. Hook closing.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. C 258-1601 B—Mail. wt. 0.40 lb... 5.50

[K] Hip-Hugging Pants are step-in style. Side, criss-cross laces can be opened or closed for whatever look you want.

Junior sizes: 7, 9, 11, 13, 15. State size. C 258-1403 B—Wt. 0.40 lb..... 5.50

Terrific duo for beach or pool. Mix or match with men's wear on facing page

L TERRY TANK-STYLE TOP of 100% cotton terry cloth is soft and absorbent. Terrific for beach fun. Contemporary tank-top styling. Hand wash. In navy blue. Sizes: S(fits 34-36 in. chest), M(38-40), L(42-44). Be sure to state S, M, or L—not number size. C 509-0493 B—Mail. wt. 0.40 lb..... 2.98

M FLORAL-PRINT BEACH PANTS in 100% cotton. Slightly flared-leg styling. Perfect for beach or pool wear. Drawstring waist. Back pocket. Machine wash in lukewarm water. Red/blue printed on white background. Sizes: S(fits 28-30 in. waist), M(32-34), L(36-38). Be sure to state S, M, or L—not number size. C 509-0428 B—Mail. wt. 0.50 lb..... 5.98

CHARGE IT—see page 178



juniors

The Stripper Dipper
goes from sweet
to saucy
... just peel off
the cage!

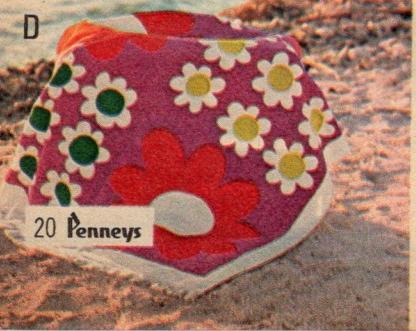
A 3-PC. SWIM SET of polyester-and-cotton eyelet voile converts to a 2-pc. bikini-style suit. Velcro® Brand fastener attaches cage to bra-top—touch to close, peel to open. Built-in foam-rubber bra. Completely lined in cotton. Hand wash. White. Charge it—see page 179.
Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.
C 258-1189 B-Mail. wt. 0.40 lb.....15.00

Great
Scramble-Print Suit
has Matching Shift
and Coordinating
Blanket

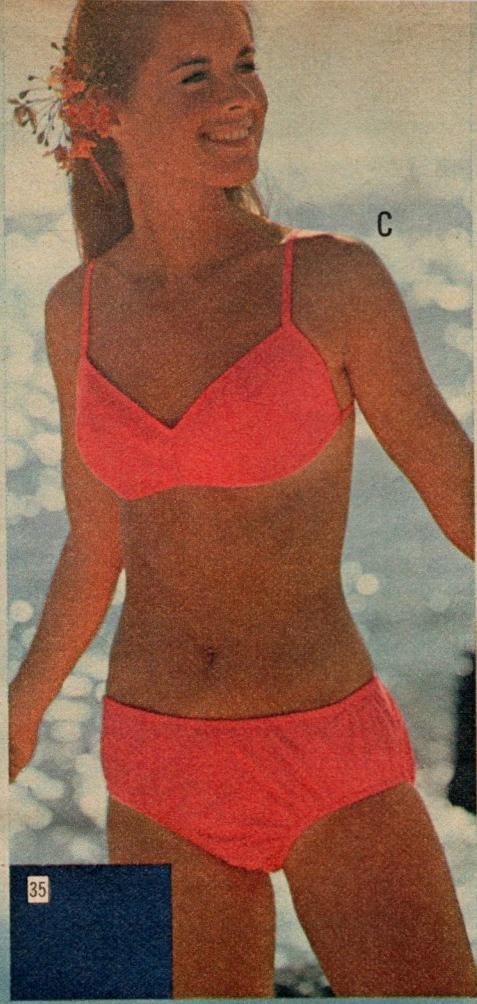
B 2-PC. SUIT of 100% acrylic. Shirred bra-top with "D" cup foam-rubber bra. Cotton-lined bikini pants have self piping ties. Hand wash. In pink/orange/green scramble printed pattern.
Junior sizes: 9, 11, 13, 15. State size.
C 258-1122 B-Mail. wt. 0.75 lb.....11.00

C PLEATED BEACH SHIFT of 100% acrylic. Adjustable tie straps, fluted hem. Hand wash. In pink/orange/green scramble printed pattern.
Sizes: S(9), M(11), L(13-15). State S, M, or L—not number size.
C 258-1130 B-Mail. wt. 0.75 lb.....8.00

D SCRAMBLE-PRINT BEACH TOWEL makes a splash at beach or poolside. Of velourized 100% cotton terry. Fringed ends. 35 x 66 in. Machine washable. In pink/orange/green printed pattern.
C 727-0515 A-Mail. wt. 2 lbs.....4.00



Bravo for the Bikini!



A TERRY VELOUR BIKINI of 100% nylon. Bra-top has built-in-wire bra, tie back. Bikini pants are nylon tricot lined. Hand wash. Black/green/blue/white printed pattern.
Junior sizes: 5, 7, 9, 11, 13. State size.
C 258-1148 B-Mail. wt. 0.40 lb.....14.00

B RUFFLED BIKINI of Dacron® polyester and cotton voile. Shirred bra-top has built-in foam-rubber bra, ties in back. Hip-hugging pants have ruffled over-skirt. Pants are cotton-lined. Hand wash. Pink/peach printed pattern. Cap sold on page.
Junior sizes: 5, 7, 9, 11, 13. State size.
C 258-1015 B-Mail. wt. 0.40 lb.....13.00

C V-NECK BIKINI of 100% acrylic. Self lined bra-top with adjustable tie straps and back. Cotton-lined bikini pants. Hand wash.
Junior sizes: 5, 7, 9, 11, 13. State size.
Colors: 07 coral; 35 blue. State color number-and-name when ordering.
C 258-1155 D-Mail. wt. 0.40 lb.....9.00

D BLACK AND WHITE CROCHETED LACE BIKINI of cotton-rayon-nylon. V-neck bra-top has adjustable spaghetti straps, built-in foam-rubber bra. Bow-trimmed. Bikini pants are cotton lined. Hand wash. Floral pattern.
Junior/Misses sizes: 7/8, 9/10, 11/12, 13/14. State size when ordering.
C 258-1171 B-Mail. wt. 0.40 lb.....14.00

E PETAL-TRIMMED SWIM CAP is a flirty topping for any bathing suit. Petals are nylon tricot-rayon taffeta on rubber-based cap. One size fits all. In white.
C 101-0321 A-Mail. wt. 0.50 lb.....4.95

See-How-To-Measure on page 171.

CHARGE IT—see page 179.



Make ripples

in a
Splashy
Print!

B



C



A HIGH-RISING FRONT, LOW-PLUNGING BACK style floral print on 100% stretch nylon knit. Button back. Front lined with 100% nylon. Hand wash. In black/white print. Wig sold on p. 24. Misses sizes: 10, 12, 14, 16. State size. C 258-1080 B—Mailing weight 0.40 lb.....18.00

B 2-PC. SUIT WITH THE 1-PC. LOOK in nylon double knit. Top has modified scoop in back. Pants have elastic waist. Hand wash. In bright orange/camel/purple/black/white print. Misses sizes: 10, 12, 14, 16. State size. C 258-1114 B—Mailing weight 0.75 lb.....12.00

C TROPICAL FLOWERS BLOOM on one-piece suit. In 100% nylon jersey knit. Blouson top with inner bra. Low-waisted styling with band near hips. Figure fitting pants lined in stretch nylon. Non-stretch straps. Hand wash. In predominantly orange multicolor print. Misses sizes: 8, 10, 12, 14, 16. State size. C 258-1098 B—Mailing wt. 0.75 lb.....16.00

D BOLD FLOWERS PRINTED ON 2-PC. SUIT of 100% cotton. Rickrack trim. Fully lined in white cotton. Molded bra-top is adjustable. Boy-leg pants back zip. Hand wash. Red/navy/yellow/white print. Sunglasses on p. 73; towel p. 18. Misses sizes: 10, 12, 14, 16. State size. C 258-1023 B—Mailing wt. 0.40 lb...9.00

E MAKE A FASHION SPLASH in cap fashioned of shirred nylon tricot over rubber-base cap. A pretty topping for all your swim fashions. One size fits all. In white.

C 101-0388 A—Mailing weight 0.50 lb.....3.95

How-To-Order Swimsuits (1-pc. or 2-pc.)

Order Size	8	10	12	14	16
If Bust is between	32— 32½ in.	33— 34	34½— 35½	36— 37	37½— 38½

CHARGE IT—see page 179

Photographed at the
Curacao Hilton.

D





Cover the scene
in a beach trio!



A SWIM OR LOUNGE IN OUR 3-PC. COMBO of acetate double-knit printed pattern. Tunic top has self tie, foam rubber inner bra. Swim pants fully lined in rayon tricot. Straight-leg long pants have elastic waistband. Hand wash. In turquoise/lavender/lime green/beige print. Sandals on page 34. Misses sizes: 10, 12, 14, 16. State size. C 258-1676 B—Mailing weight 1 lb.....15.00

B 3-PC. DOTTED ENSEMBLE—includes sheer voile jacket in polyester-and-cotton. Stretch wrists, hem, zip-front, patch pockets. Fabric is doubled for top and cotton-lined pants. Foam rubber inner bra. Hand wash. In dotted print. State size below. Junior/Misses sizes: 7/8, 9/10, 11/12, 13/14. Colors: 37 navy/white; 38 lilac/white. State color number-and-name. C 258-1106 D—Mail. wt. 0.50 lb., 14.00

D SWIM BRA of stretch nylon. Molded cups. Waterproof. Hand wash. In white. Sizes: 32, 34, 36—A, B, or C cups. State both bra and cup size. C 141-0042 E—Mailing weight ea. 0.50 lb.....Each 2.50; 2 for 4.88

E SWIM SPORT BRIEF—nylon, Lycra® spandex. Fits hips 8-10 in. larger than waist. About 10-in. waist-down. Machine wash. In white. Waist sizes: S(fits 24-25 in.), M(26-28), L(29-30), XL(31-32). State S, M, L, or XL. C 145-2978 B—Mailing weight ea. 0.25 lb.....Each 2.94; 2 for 5.75

See swimwear size chart on facing page.

Penneys 23



Penneys Super Knitted Shifts

A ROUND-NECK SHIFT of 100% cotton double knit. Self-fabric belt to tie or not. Placket button front, short sleeves. Hand wash in lukewarm water, line dry.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering.

Colors: 37 navy blue/white; 03 red/white. State color number-and-name when ordering.

C 256-0324 D—Wt. 0.40 lb.... Ea. 6.99; Any 2 for 12.48*

B V-NECK SHIFT of 100% ribbed cotton double knit. Sash belt and button trim. Short sleeves. Pullover style. Hand wash in lukewarm water, line dry.

Junior/Misses: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 37 navy blue/white; 54 brown/white. State color number-and-name when ordering.

C 256-0308 D—Wt. 0.40 lb.... Ea. 6.99; Any 2 for 12.48*

SAVE \$1.50 when you buy any 2

**6⁹⁹
each Any 2 for 12⁴⁸***

C U-NECK SHIFT of 100% cotton knit. Machine wash in lukewarm water, line dry. Printed pattern.

Junior/Misses: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 37 navy; 07 coral. State color number-and-name.

C 256-0340 D—Wt. 0.40 lb.... Ea. 6.99; Any 2 for 12.48*

D MODACRYLIC STRETCH WIG. Prestyled. Machine sewn to elasticized cotton net base. Case, styling block incl. Save \$2—reduced from Spring '70 Cat., p. 169.

State color number-and-name: 01 off black; 02 dk. brn.; 03 med. brn.; 04 lt. brn.; 05 ash blonde; 06 honey blonde; 07 salt & pepper; 09 auburn; 10 dr. frosted; 11 lt. frosted.

C 107-1992 B—Wt. 2.50 lbs.... Was \$19.00; Now 17.00

*Buy any 2 for \$12.48—choose any 2 of the same style or a combination of any 2 styles, sizes or colors. State catalog number, size, color number-and-name for EACH item.



See How-To-Measure on page 171.

CHARGE IT—see page 179.



Penneys Knitted Skirt Sets Ease into Summer Living

Take it easy
in comfortable knits
that are
washable—
easy care and
easy wear for
lazy summer days.

A PANTSKIRT SET of 100% cotton knit. Short-sleeve top has placket front. Self-fabric belt on pantskirt. Back zipper. Hand wash in lukewarm water, line dry.
Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.
Colors: 25 green pattern; 34 lt. blue pattern. State color number-and-name.
C 256-0431 D—Wt. 0.70 lb.....Set 10.99

B PLEATED SKIRT SET of Arnel® triacetate and nylon knit. Cardigan-style top. Permanently pleated skirt, side button closure. Machine wash in lukewarm water, tumble dry.
Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.
Colors: 17 yellow; 37 navy blue. State color number-and-name.
C 256-0373 D—Wt. 0.40 lb.....Set 9.99



Accessories: Scarf sold on p. 65; wig on opp. page.

C FLIPPY SKIRT SET of 100% ribbed cotton double knit. Striped top with placket front. Four-gore skirt has side zipper. Machine wash in lukewarm water, line dry.
Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.
Colors: 30 turquoise/white; 01 coral/white. State color number-and-name.
C 256-0407 D—Wt. 0.50 lb.....Set 9.99



TOPS [A] TO [D]
ON THIS PAGE:

PENN-PREST
MEANS YOU NEVER IRON
when tumble dried



SAVE 15%
when you buy any two
Penn-Prest Tops

297 ea.

Any 2 for 500**

26 **Penneys**

C & D TUNIC TANK-STYLE TOPS. Polyester-and-cotton knits. Contemporary styling. Machine wash, tumble dry—no ironing. Handbag on p. 36; bracelet p. 71. Misses: S(30-32), M(34), L(36-38). State S, M, or L—not number size.

[C] Solid-Color Tank-Style Top. Contrast trim on neck and armholes. Self belt. Wt. 0.70 lb. Colors: 78 white/navy; 37 navy/white; 17 yellow/white. State color number-and-name. C 252-5038 D Each 2.97; Any 2 for 5.00**

[D] Striped Tank-Style Top. Scoop neck, self tie belt. In yellow/green/navy blue. Wt. 0.40 lb. Sunglasses on p. 73. C 252-5046 B Each 2.97; Any 2 for 5.00**

See How-To-Measure on page 171.

SAVE 10%
when you buy any two
Penn-Prest Knit Tops

397 ea. Any 2 for 714*

A & B LONG-LENGTH PULLOVER TOPS. Penn-Prest finish. Machine wash, tumble dry—no ironing. Misses sizes: S(30-32), M(34), L(36-38). State S, M, or L—not number size.

[A] Polyester-and-Cotton Knit. In red/white/navy stripes. Wt. 0.70 lb. Scarf sold on p. 58. C 252-2027 B Each 3.97; Any 2 for 7.14*

[B] Cotton Denim-Knit Shirt. Placket front, slipover styling. Wt. 0.40 lb. Colors: 37 navy blue; 03 red; 25 green; 54 brown; 78 white. State color number-and-name. C 252-0617 D Each 3.97; Any 2 for 7.14*

*Any 2 for \$7.14 **Any 2 for \$5.00—choose any 2 of the same style or combination of any 2 styles, sizes or colors in the same price range. State catalog number, size, color number-and-name for EACH item.



**The
PONCHO 597**

E PONCHO of rayon-cotton-nylon. V-neck styling. 100% wool fringe trim. Pullover style. Dry clean. One size fits all. In multicolored woven stripes. Mailing weight 0.70 lb. C 252-3223 A 5.97

For coordinating pants, see pages 30-33.

Clingy Knits

A & B 100% NYLON KNITTED TOPS. Sleeveless. Machine washable.

Misses: S(30-32), M(34), L(36-38). State S, M, or L—not number size.

Colors: 78 white; 17 yellow; 03 red; 37 navy blue. State color number-and-name when ordering.

[A] Sleeveless Shell. Back neck zip. C 252-2852 D-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

[B] Tank-Style Top. Scoop neck pullover style. C 252-2860 D-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*



Long-Tail Pants-Tops

C & D PANTS-TOPS of Avril® rayon and Dacron® polyester. Machine washable. Misses sizes: 32, 34, 36, 38, 40. State size.

[C] Cowl-Neck Style. Sleeveless, button back. Blue/green/purple print. C 252-2639 B-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

[D] Mandarin-Collar Style. Sleeveless, button front. Green/gold/orange print. C 252-2571 B-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

Easy-Care Cotton Knits

E to G 100% COTTON KNITTED TOPS. Sleeveless. Machine washable.

Misses: S(30-32), M(34), L(36-38). State S, M, or L—not number size.

[E] Modified U-Neck Top. Back zipper. In taupe/white/blue stripes. C 252-2886 B-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

[F] V-Neck Top. Pullover style. In red/white/navy blue stripes. C 252-2845 B-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

[G] Crew-Neck Top. Back zipper. In yellow/navy/white stripes. C 252-2878 B-Mail. wt. ea. 0.40 lb. Each 3.50 Any 2 for 6.00*

*Any 2 for \$6.00—choose any 2 of the same style or combination of any 2 styles, sizes or colors. State catalog number, size, color number-and-name for EACH item.

ACCESSORIES

Scarf on fig. [A], worn as headband, sold on page 58.

Bracelet on figs. [A] and [F] sold on page 71.

Tote bag on fig. [G] sold on page 36.

For coordinating pants, see pages 30-33.



SUMMER SPECTACULAR:

Terry Cloth and Duck Separates



Photographed at the Curacao Hilton

A to C TERRY CLOTH TOPS in 100% cotton. Machine wash in lukewarm water. Misses sizes: S (34-36), M (38-40), L (42). State S, M, or L—not number size.

[A] Tank-Style Top. Slipover. Orange/navy/white knitted stripes. C 251-0014 B—Mailing weight 0.40 lb. 2.97

[B] Tank-Style Top. Slipover. Colors: 11 orange; 78 white; 37 navy; 17 yellow. State color number-and-name. C 251-0477 D—Mailing weight 0.40 lb. 2.97

[C] Short-Sleeved Tunic Top. Placket button front. Orange/navy/white knitted stripes. Clogs sold on page 42. C 251-0022 B—Mailing weight 0.40 lb. 5.97

D TERRY SHORT SHORTS of 80% cotton, 20% nylon terry cloth. Elasticized waistband. Step-in styling. Stitched creases. Hand wash, line dry. Bracelet, p. 71; wig, p. 24. Misses sizes: 6, 8, 10, 12, 14, 16. State size.

Colors: 08 orange-red; 78 white; 37 navy blue; 17 yellow. State color number-and-name when ordering. C 254-4872 D—Mail. wt. ea. 0.50 lb. Ea. 3.99; 2 for 7.00

E & F PENN-PREST® DUCK PANTS in polyester-and-cotton. No waistband, straight-leg styling. Yoke back. Fly-front zipper. Machine wash, tumble dry—no ironing needed! Misses sizes: 8, 10, 12, 14, 16, 18. State size.

Colors: 37 navy blue; 78 white. State color number-and-name. C 254-4856 D—Shorts [E]. Mail. wt. 1 lb. 3.97 C 254-4864 D—Pants [F]. Mail. wt. 1 lb. 5.97

G 3-PC. BEACH SET. 54x27-in. cotton towel. British flag printed design in red/white/blue. Wide-brim hat, carry-all bag of expanded vinyl. Hat has cotton cloth backing, white chiffon scarf. Bag is 16 in. high. Made in England.

Colors: 35 blue hat/bag; 03 red hat/bag. State color number-and-name.

C 103-0956 C—1.40 lbs. Set 7.00





37 Navy

78 White

38 Lavender

34 Blue

08 Orange

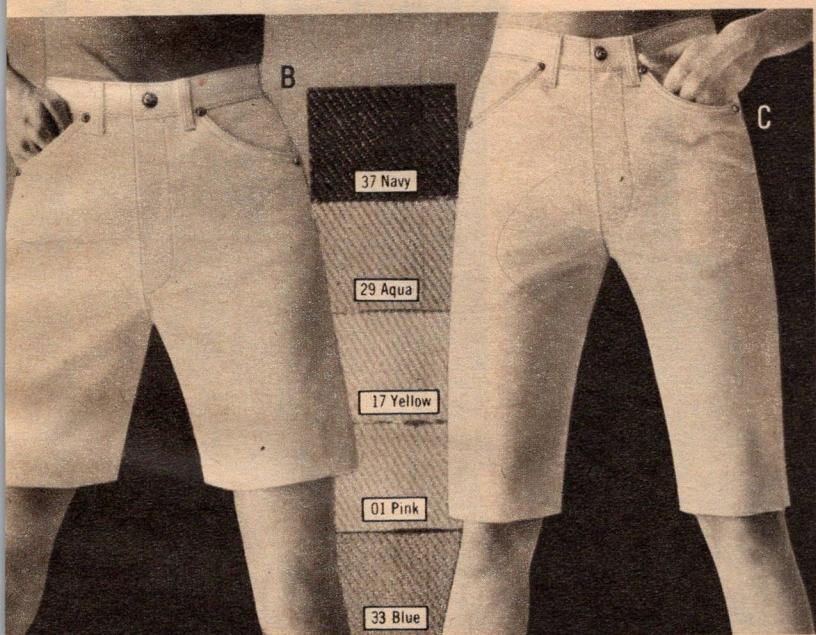
01 Pink

Cotton Terry Velour

A TERRY VELOUR SLIPOVER in 100% cotton. Short, raglan-style sleeves. Machine wash in lukewarm water. Scarf sold on page 65.

Misses sizes: S (32-34), M (36-38), L (40-42). Be sure to state S, M, or L—not number size. Colors: 17 maize yellow; 37 navy; 78 white; 38 lavender; 34 lt. blue; 08 red-orange; 01 pink. State color number-and-name when ordering.

C 251-2028 D—Mailing weight 0.50 lb..... 3.50



37 Navy

29 Aqua

17 Yellow

01 Pink

33 Blue

Jamaica Jeans—Cut-Off Jeans

SAVE 15% when you buy any 2

2⁹⁷ ea. Any 2 for 5⁵⁰*

B TRIM-FIT JAMAICA-LENGTH JEANS** in 100% cotton denim. 4 pockets, yoke back. Fly-front zipper. Machine wash. Mailing weight 0.50 lb. Junior/Misses sizes: 7/8, 9/10, 11/12, 13/14, 15/16, 17/18, 20. State size. Colors: 78 white; 37 navy blue; 29 aqua; 17 yellow; 01 pink; 33 faded blue. State color number-and-name when ordering. C 254-0524 D... Ea. 2.97; Any 2 for 5.50*

*Buy any 2 jeans for \$5.50—choose the same style or a combination of any 2 styles, sizes, or colors.

State catalog number, size, and color number-and-name for EACH item.

**Cut for a close fit. For looser fit, order one size larger than your regular size.

Tank-Style Tops . . . the fashion look for summer!



Wear alone or

OVER your favorite shirt

D & E TANK-STYLE TOPS of polyester-and-cotton knit. Machine washable. Charge it—see page 179.

Misses sizes: S (30-32), M (34), L (36-38). Be sure to state S, M, or L—not number size when ordering.

[D] Solid-Color Top. 2 patch pockets. Slipover.

Colors: 03 red; 78 white; 37 navy blue; 54 brown. State color number-and-name when ordering.

C 252-5020 D—Mailing weight 0.70 lb..... 2.97

[E] Print Top. Button trim. Slipover. Colors: 37 navy blue/white print; 39 lilac/white print. State color number-and-name.

C 252-5061 D—Mailing weight 0.70 lb..... 3.97

F TAILORED SHIRT WITH A SHEEN. Fashioned of 100% nylon knit. Two-button collar and cuffs. Machine washable. Shirt also shown on page 47.

Misses Shirt sizes: S (30-32), M (34), L (36-38). Be sure to state S, M, or L—not number size when ordering.

Colors: 78 white; 01 pink. State color number-and-name.

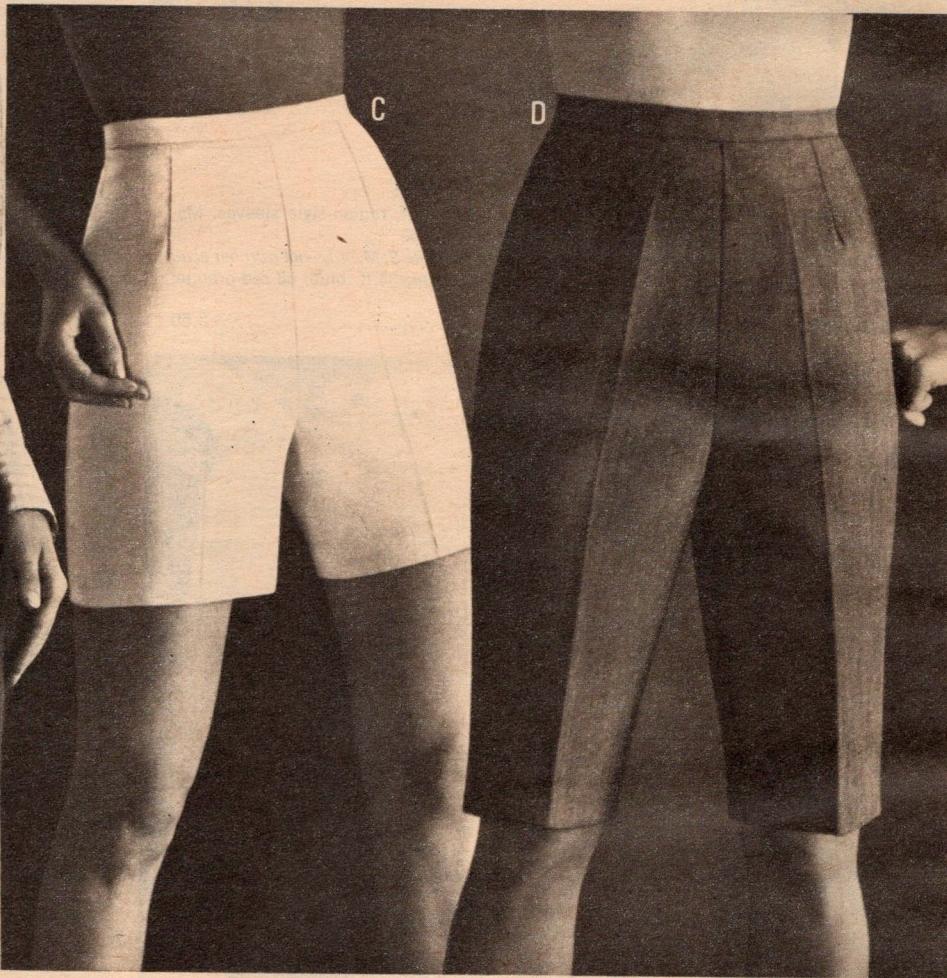
C 252-1433 D—Mailing weight 0.40 lb..... 6.97

See How-To-Measure on page 171.

Our Lowest Prices this Season on Stretch Denim Pants



	SLACKS	JAMAICAS	KNEE PANTS
Misses sizes	377 ea.	257 ea.	297 ea.
Women's sizes	427 ea.	297 ea.	347 ea.



A WOVEN-GINGHAM-CHECK MIDRIFT BLOUSE of 100% cotton. Button front. Machine wash. Misses shirt sizes: 30, 32, 34, 36, 38. State size. Colors: 03 red/white; 37 navy blue/white. State color number-and-name. C 252-3462 D—Mailing weight 0.70 lb.....

3.97

B to D STRETCH DENIM PANTS in three lengths. Fashioned in cotton-and-stretch nylon blend. Set-on waistband, side zipper. Machine washable.

Misses sizes in colors: 37 denim navy blue; 78 white; 32 denim green; 33 denim faded blue. State color number-and-name when ordering.

Women's sizes in colors: 37 denim navy blue; 32 denim green; 33 denim faded blue. State color number-and-name when ordering.

[B] **Straight-Leg Slacks.** Mailing weight 0.75 lb.

C 254-0078 D—Misses sizes: 8, 10, 12, 14, 16, 18, 20. State size.....

3.77

C 254-0110 D—Women's waist sizes: 32, 34, 36, 38, 40. State size.....

4.27

[C] **Jamaica Shorts.** Mailing weight 0.50 lb.

C 254-4880 D—Misses sizes: 8, 10, 12, 14, 16, 18, 20. State size.....

2.57

C 254-4898 D—Women's waist sizes: 32, 34, 36, 38, 40. State size.....

2.97

[D] **Knee Pants.** Mailing weight 0.70 lb.

C 254-3379 D—Misses sizes: 8, 10, 12, 14, 16, 18, 20. State size.....

2.97

C 254-3387 D—Women's waist sizes: 32, 34, 36, 38, 40. State size.....

3.47

For additional Proportioned Pants, see page 87.

For casual pant-tops, see pages 26, 27.

See How-To-Measure on page 171.

CHARGE IT—SEE PAGE 179

A & B WOVEN-PLAID PANTS in cotton-nylon stretch denim. Set-on waistband, side zipper. Machine wash. *Misses: 8, 10, 12, 14, 16, 18.* State size. Colors: 03 red/white; 82 black/white. State color number-and-name, C 254-0144 D—Straight-Leg Slacks [A]. Mailing weight 0.90 lb. 4.77
C 254-0151 D—Knee Pants [B]. Mailing weight 0.90 lb. 3.97

C to E PENN-PREST PANTS in cotton-polyester blend. Set-on waistband, side zipper. Machine wash, tumble dry—no ironing! Colors: 78 white; 35 med. blue; 54 brown; 82 black. State color number-and-name.

Misses sizes: 8, 10, 12, 14, 16, 18, 20. State size when ordering.

Women's waist sizes: 32, 34, 36, 38, 40. State size when ordering.

[C] **Jamaica Shorts**. Mailing weight 0.60 lb.

C 254-2546 D—Misses. State number size above.... Each 2.99; Any 2 for 5.44*

C 254-2579 D—Women's. State number size above... Each 3.99; Any 2 for 7.44*

[D] **Knee Pants**. Mailing weight 0.70 lb.

C 254-2611 D—Misses. State number size above.... Each 2.99; Any 2 for 5.44*

C 254-2629 D—Women's. State number size above... Each 3.99; Any 2 for 7.44*

[E] **Straight-Leg Slacks**. Mailing weight 0.75 lb.

C 254-2512 D—Misses. State number size above.... Each 3.99; Any 2 for 7.44*

C 254-2538 D—Women's. State number size above.. Each 4.99; Any 2 for 8.44*

Same as [E] above, but Tall Misses sizes: 10, 12, 14, 16, 18, 20. State size.

C 254-3205 D—Tall Misses..... Each 3.99; Any 2 for 7.44*

F FLY-FRONT SHIRT in cotton. Machine wash. Button front. Wt. 0.40 lb.

State color number-and-name: 54 brown/white; 37 navy blue/yellow.

C 252-3397 D—Misses sizes: 8, 10, 12, 14, 16. State size 4.97

**SAVE when you
buy any 2
Penn-Prest
Pants**

Jamaica Shorts
and Knee Pants

Misses Women's
2.99 **3.99**
ea. ea.

Any Any
2 for 2 for
5.44* **7.44***

Slacks

Misses Women's
3.99 **4.99**
ea. ea.

Any Any
2 for 2 for
7.44* **8.44***

*Any 2 for \$5.44; Any 2 for
\$7.44; Any 2 for \$8.44—
choose any 2 of the same
style or a combination of
any 2 styles, sizes or col-
ors in the same price
range. State catalog
number, size, color
number-and-name
for EACH item.



Stretch
Denim
A Plaids

Slacks

4.77

Knee Pants

3.97



D



E
Also
Tall Sizes

Sandals—
p. 69.



Penneys 31